

Amendment to the Claims

Please amend the claims as follows:

1.-26. (Cancelled)

27. (Currently Amended) A method of automatically transmitting an identified sender's associated advertisement from [[a]] an identified sending party to a receiving party comprising the steps of:

initiating a communication from a data processing system of [[a]] an identified sending party;

associating at least one pre-selected identified sender's associated advertisement with said identified sending party within the data processing system of the sending party; and

transmitting said communication with said at least one identified sender's associated advertisement automatically embedded therein to the recipient.

28. (Currently Amended) The method of claim 27, further comprising the steps of:
offering to a user an option of becoming an advertiser; and
enabling, if the offer is accepted, a procedure within said data processing system by which the at least one identified sender's associated advertisement is automatically associated with the identified sender's communications.

29. (Currently Amended) The method of claim 27, wherein the at least one identified sender's associated advertisement is related to at least one of software or hardware operable with the data processing system.

30. (Currently Amended) The method of claim 27, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video teleconferencing, and an animated presentation.

31. (Currently Amended) The method of claim 27, wherein the at least one identified sender's associated advertisement is automatically sent for a pre-selected time period.

32. (Currently Amended) The method of claim 27, wherein the at least one identified sender's associated advertisement is automatically sent up to a pre-selected number of times.

33. (Currently Amended) The method of claim 27, wherein the at least one identified sender's associated advertisement is electronically obtained from a third party data processing system.

34. (Currently Amended) The method of claim 28, wherein the user is compensated for accepting the offer to become an advertiser.

35. (Currently Amended) The method of claim 27, wherein the at least one identified sender's associated advertisement is at least one of visual and aural.

36. (Currently Amended) The method of claim 28, wherein the at least one identified sender's associated advertisement is incorporated in setup software for one of software and hardware.

37. (Currently Amended) The method of claim 28, wherein means for sending the communication comprises at least one of an e-mail client, a facsimile client system, a voice-over-IP system, a voice-over-Internet system, a voice mail system, a video mail client, and a video teleconferencing system.

38. (Currently Amended) The method of claim 28, further comprising offering to a recipient of the identified sender's communication and identified sender's associated advertisement, an option of being an advertiser.

39. (Currently Amended) The method of claim 38, wherein said step of offering to a recipient of the communication and identified sender's associated advertisement an option of being an advertiser includes fraud avoidance means for reducing or eliminating fraud associated with [[the]] a transaction.

40. (Currently Amended) The method of claim 33, wherein said at least one identified sender's associated advertisement is electronically obtained from a third party data processing system using the Internet.

41. (Currently Amended) The method of claim 27, wherein the at least one identified sender's associated advertisement is displayed automatically to a recipient during a period of at least one of before, during and after the communication.

42. (Currently Amended) The method of claim 27, wherein the data processing system is at least one of a computer and telephone.

43. (Currently Amended) The method of claim 28, wherein the at least one identified sender's associated advertisement is automatically embedded in the communication by a third party.

44. (Currently Amended) The method of claim 27, wherein said at least one identified sender's associated advertisement is automatically determined at least in part by the recipient's demographic.

45. (Currently Amended) The method of claim 44, wherein said demographic is at least one of location, language, gender, age, income, and physical handicap.

46. (Currently Amended) The method of claim 27, wherein automatically associating said at least one pre-selected identified sender's associated advertisement with said communication further comprises automatically associating a personal testimonial by said sending party thereby lending credibility to said at least one identified sender's associated advertisement.

47. (Currently Amended) The method of claim 27, wherein the automatically pre-selected identified sender's associated advertisement is under the local control of the sending party.

48. (Currently Amended) A method of automatically transmitting an identified sender's associated advertisement from a sending party to a receiving party comprising the steps of:

initiating a communication from a data processing system of [[a]] an identified sending party;

associating at least one pre-selected identified sender's associated advertisement with said communication within the data processing system of the identified sending party, wherein the pre-selected identified sender's associated advertisement is under the local control of the sending party; and

transmitting said communication with said at least one identified sender's associated advertisement automatically embedded therein to the receiving party.

49. (Currently Amended) A method of automatically transmitting [[a]] an identified sender's associated advertisement from an identified sending party to a receiving party of claim 48, wherein said at least one identified sender's associated advertisement includes a hyperlink.

50.-52. (Withdrawn)